



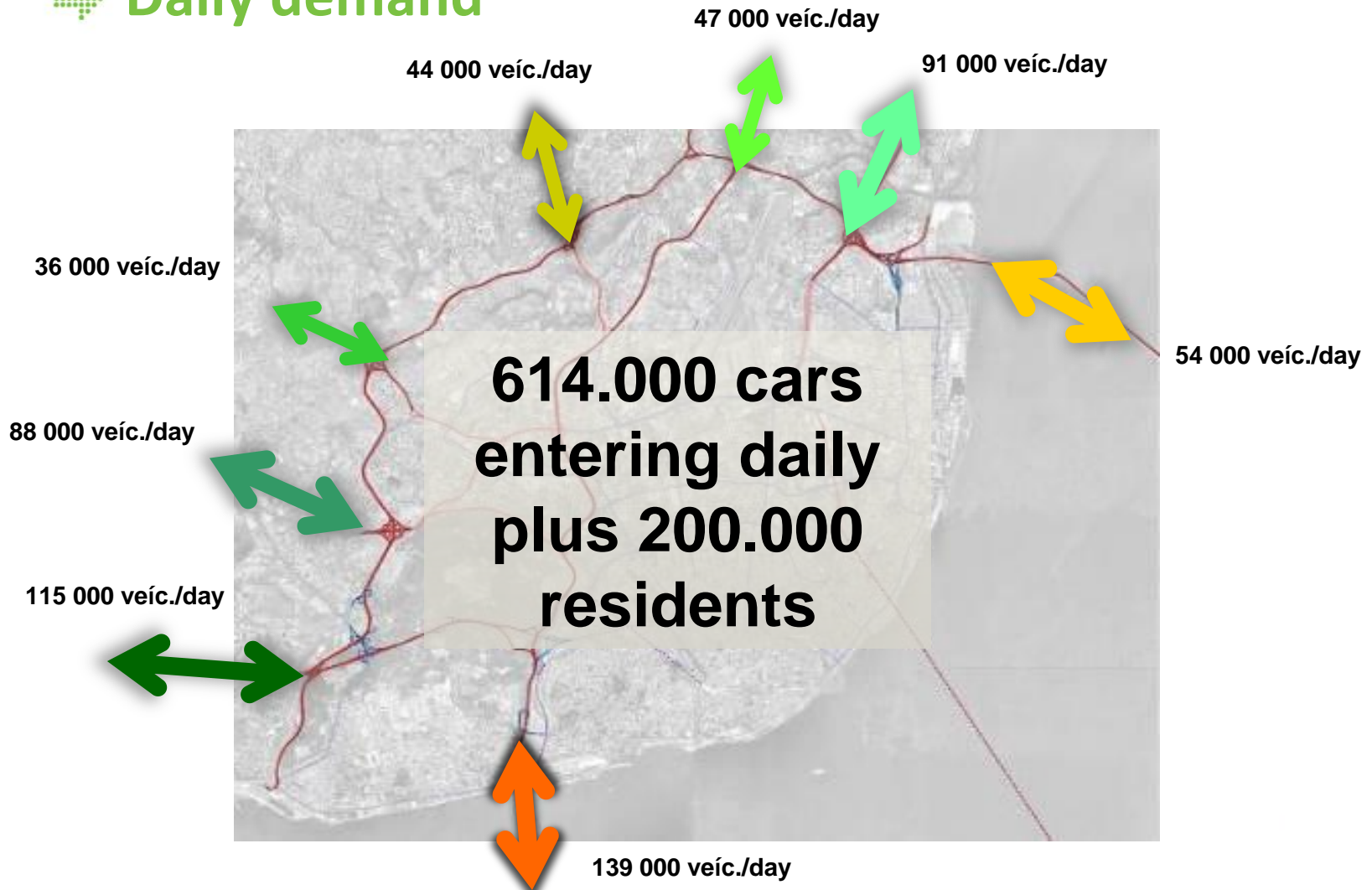
Lisbon's Mobility and Parking Municipal Company

The city of Lisbon

- **Population :**
 - **500.000** inhabitants;
 - **2 millions** on metropolitan area
- **Main factors:**
 - **84,7 km²** urban area;
 - **5.780** inhabitants per km²;
 - **200.000** cars belonging to residents;
 - **614.000** cars entering in the city every day morning;
 - Less than **400.000** public parking places.



Daily demand



❖ Parking offer (2011)





Who we are ?



The company

- Born in 1994 dedicated to parking enforcement;
- Belong 100 % to the Municipality;
- Parking prices and areas approved by the Municipality;
- Parking management in all central downtown;
- Became also a mobility company in 2011;
- With 480 employees
- Net income over 30 M€

On-Street parking



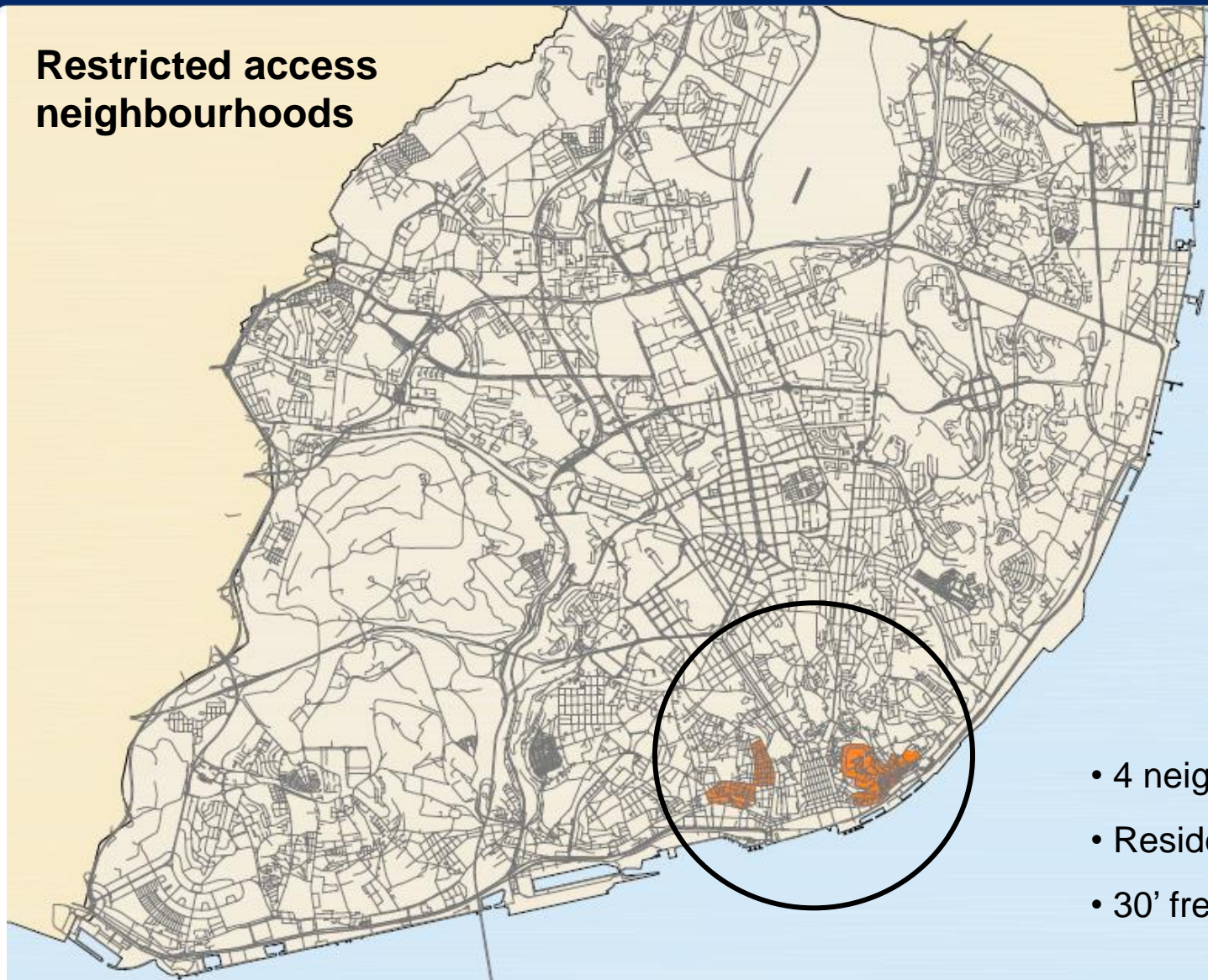
- 52.000 paid places
- 60.000 residents
- 1.900 meters

1.900 parking meters

- Accept prepaid card VIVA (public transport universal card)
 - Centralization: Real time communication to CCO
 - Solar power supply only
 - Capable of licence plate registration
 - More digitalization = less parking meters
-
- First Level maintenance and money collection made by in-house staff



Restricted access neighbourhoods



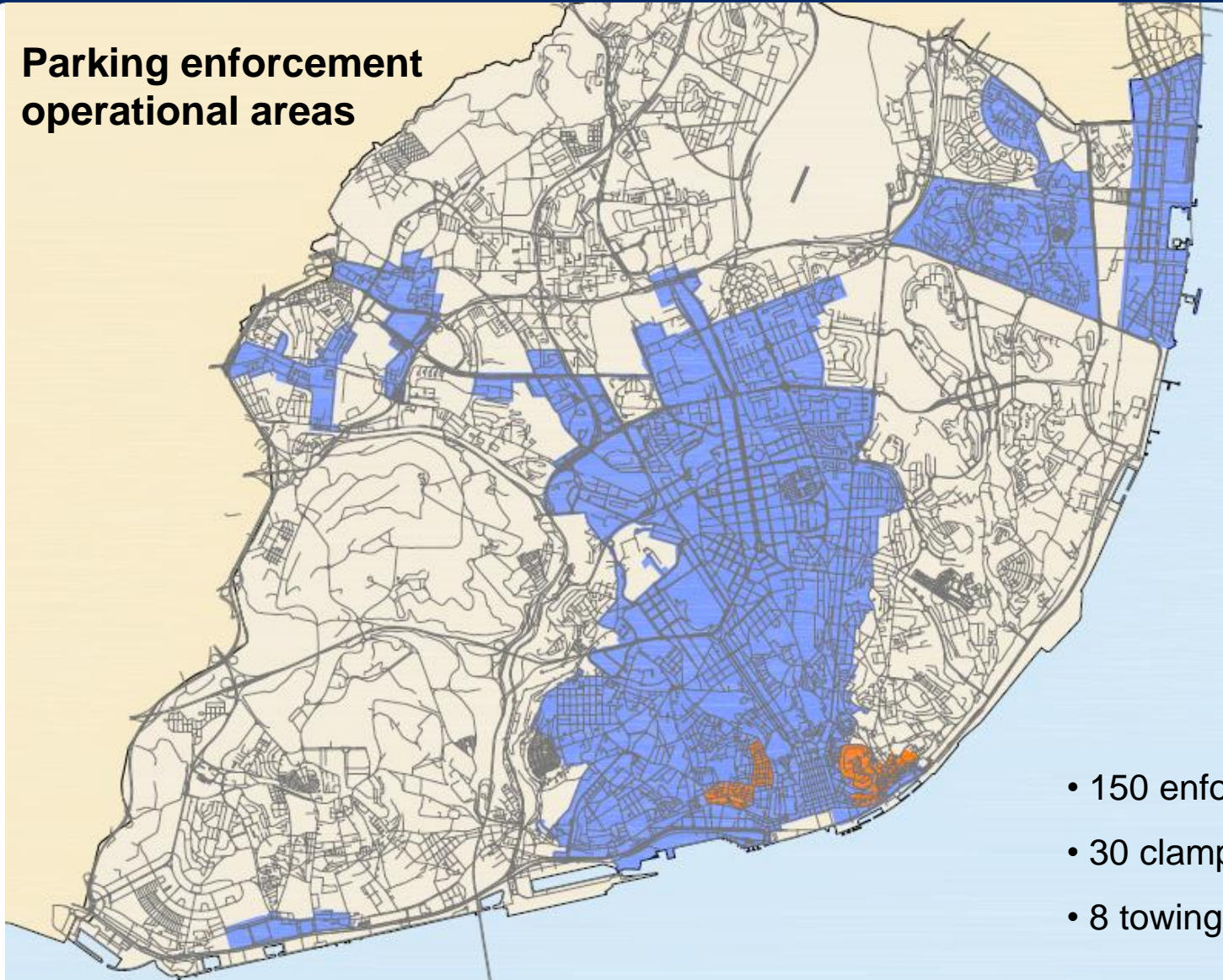
- 4 neighbourhoods
- Residential parking
- 30' free entrance

Restricted access to residential neighbourhoods

- Control 4 ancient / historical neighbourhood on city downtown;
- 22 entrance/way-out points;
- Technology:
 - Automatic “boulard”
 - CCTV cameras
 - On-board RFID tag (for Residents);
 - Prepaid card VIVA for logistics and shop owners;
 - Internet application (for visitors).



Parking enforcement operational areas



- 150 enforcement officers
- 30 clamping teams
- 8 towing vehicles

Parking enforcement activity



150 enforcement officers



30 clamping teams



60 vehicles

Average daily figures:

- Almost **70.000** parking payments
- Near **1.000** tickets/fines
- Over **180** cars clamped
- More than **40** cars towed

Prices:

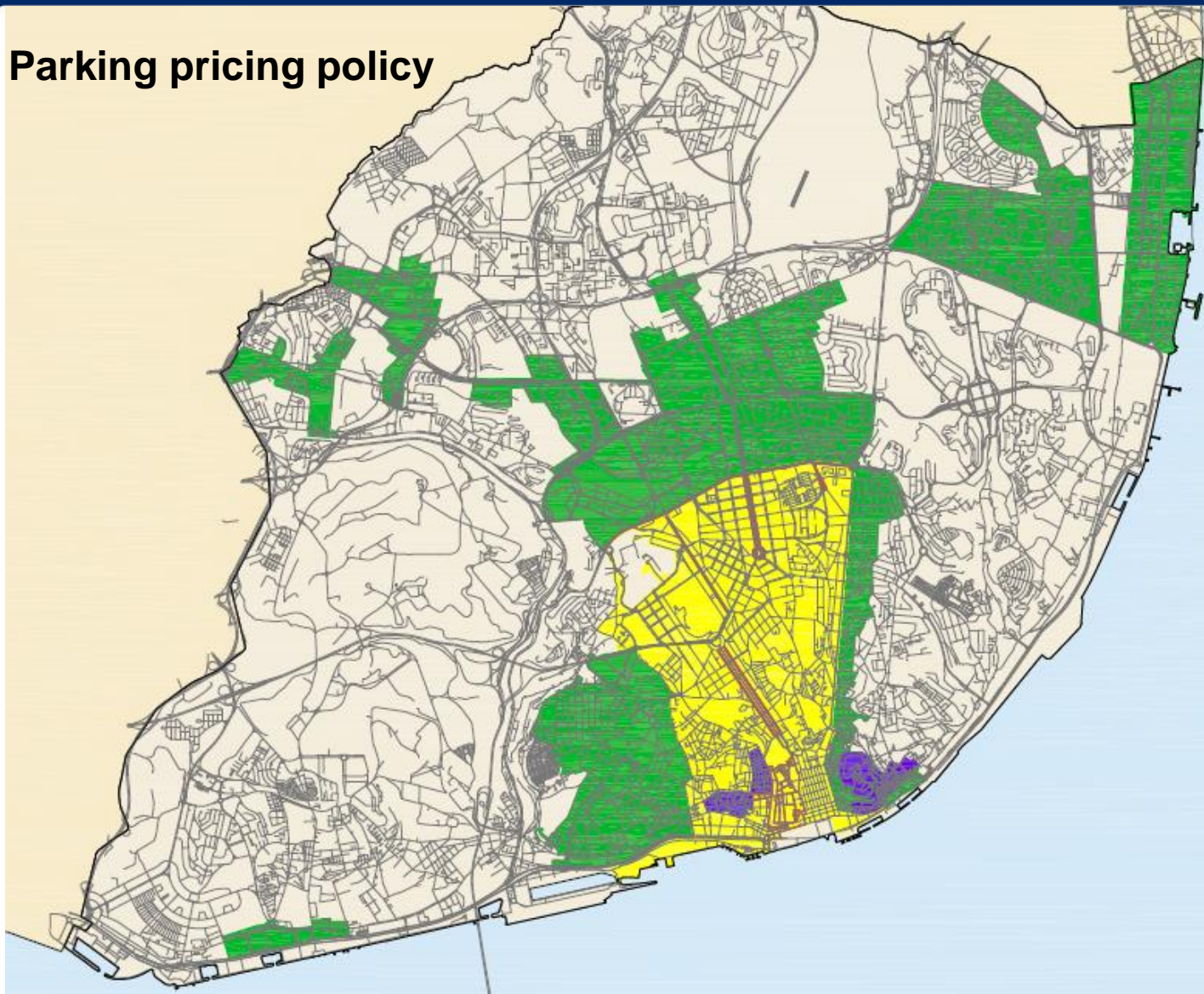
- Fine for illegal parking = **30 €**
- Clamping fee = **65 €**
- Towing tax = **98 €**

❖ CCO – Operations Control Center

- **Working 24h/day... 365d/year;**
- **Real time operations monitor:**
 - Parking enforcement location
 - Clamping teams activity
 - Towing actions
 - Off-street parking occupancy
 - Meters coin collection surveillance
 - Equipments maintenance alerts
 - Access control to neighbourhoods
- **Operations analysis and decision maker tool**



Parking pricing policy



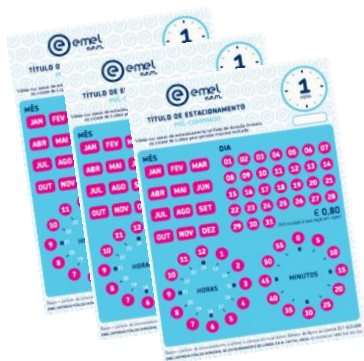
- **Green area**
0,80€ / hour
Max. 4 hours
- **Yellow area**
1,20€ / hour
Max. 4 hours
- **Red axis**
1,60 € / hour
Max. 2 hours

✦ Parking pricing split

Areas	Green area Max. 4 hours	Yellow area Max. 4 hours	Red axis Max. 2 hours
Pricing	0,80€ / hour	1,20€ / hour	1,60€ / hour
Number of places	24.228 (54,5%)	18.115 (40,8%)	2.100 (4,7%)
Income	41%	49%	10%

❖ On-street parking payment modes

- Coins
- Pre-paid scratch vouchers
- Contactless card “VIVA Parking”
- Mobile phone payments



Off-street parking facilities



- 22 parking facilities
- 4.650 places

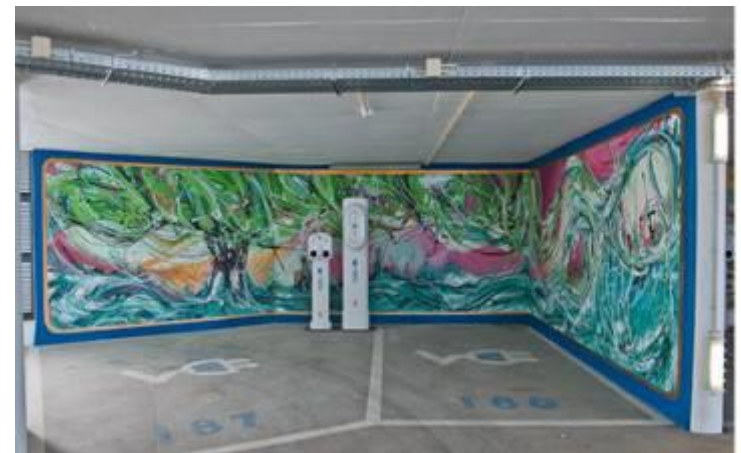
❖ Off-Street parking facilities

- 22 parks – 4.650 places
- Park and Ride (using VIVA card)
- Car-Sharing station
- Park and Bike (B'ina)
- Park and School
- Multifunctional facilities
- EV charging stations (~300)



❖ Multifunctional car parking (Chao Loureiro)

- 196 parking places
- Supermarket on ground floor
- Stylish Restaurant on top floor
- Panoramic viewpoint on the terrace
- Lifts to access the city castle hill
- One exclusive floor for electric vehicles
- Urban Art Gallery
- Renewable energy producer
- Innovative business plan





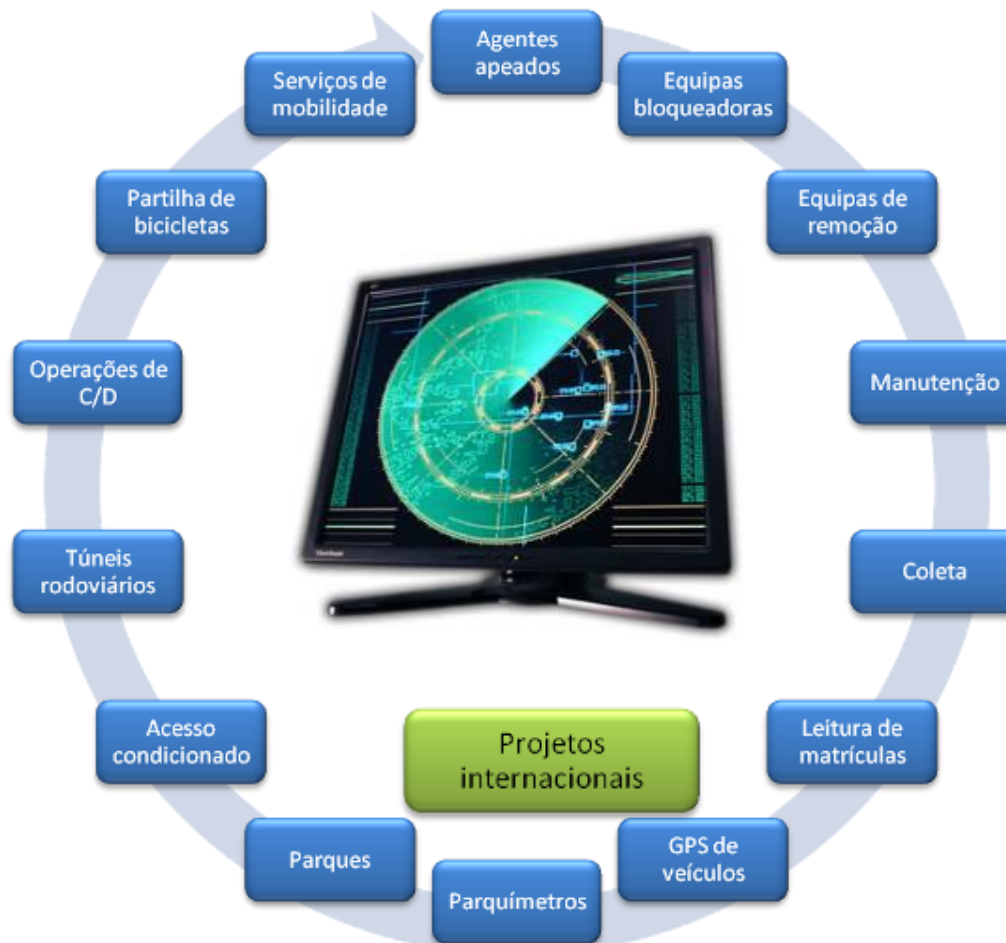
Actual challenges : Ongoing projects



❖ Strategic goals

- Centralized operational support system
- Digitalization of the operational processes:
 - Promote digital payments;
 - Paperless operation;
 - Parking enforcement using vehicle licence plate;
 - Management of loading bays usage.
- CRM - Get the information from and to clients
- Promotion of sustainable mobility modes
 - Car-sharing, Car-pooling, bike-sharing, electric vehicles;
- Consultancy and training in international projects.

Centralized operational support system



❖ Digitalization - Licence plate recognition system

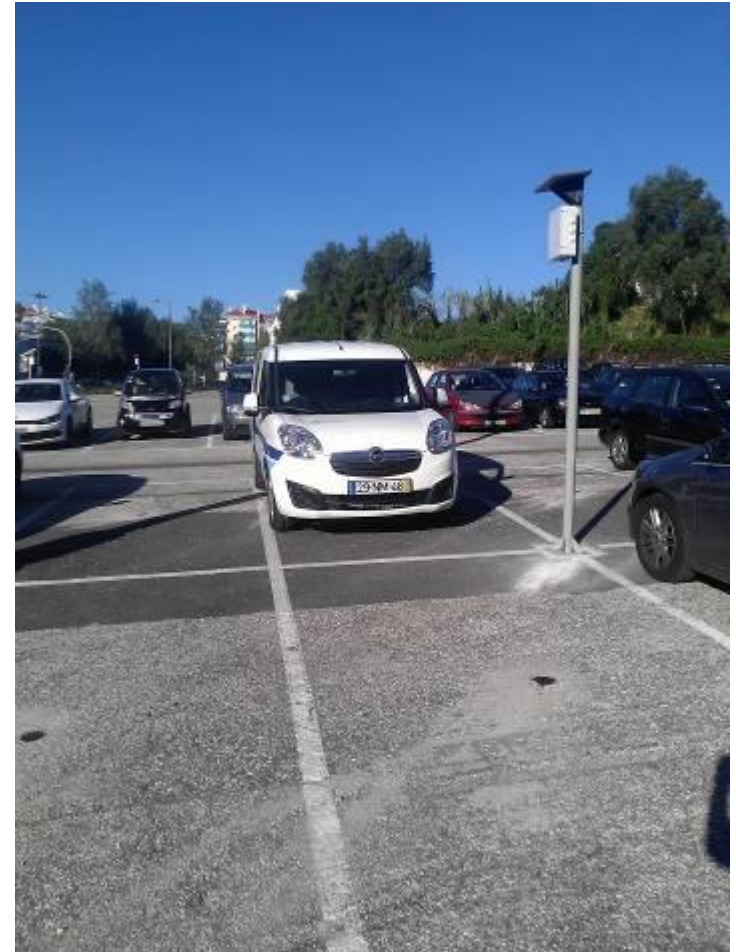
- Real time data about parking demand
- Faster detection of illegal parking
- Very effective on residential areas
- System can be used also on LEZ illegal vehicle detection
- Promotion of digital payments
- Still waiting for full governmental authorization



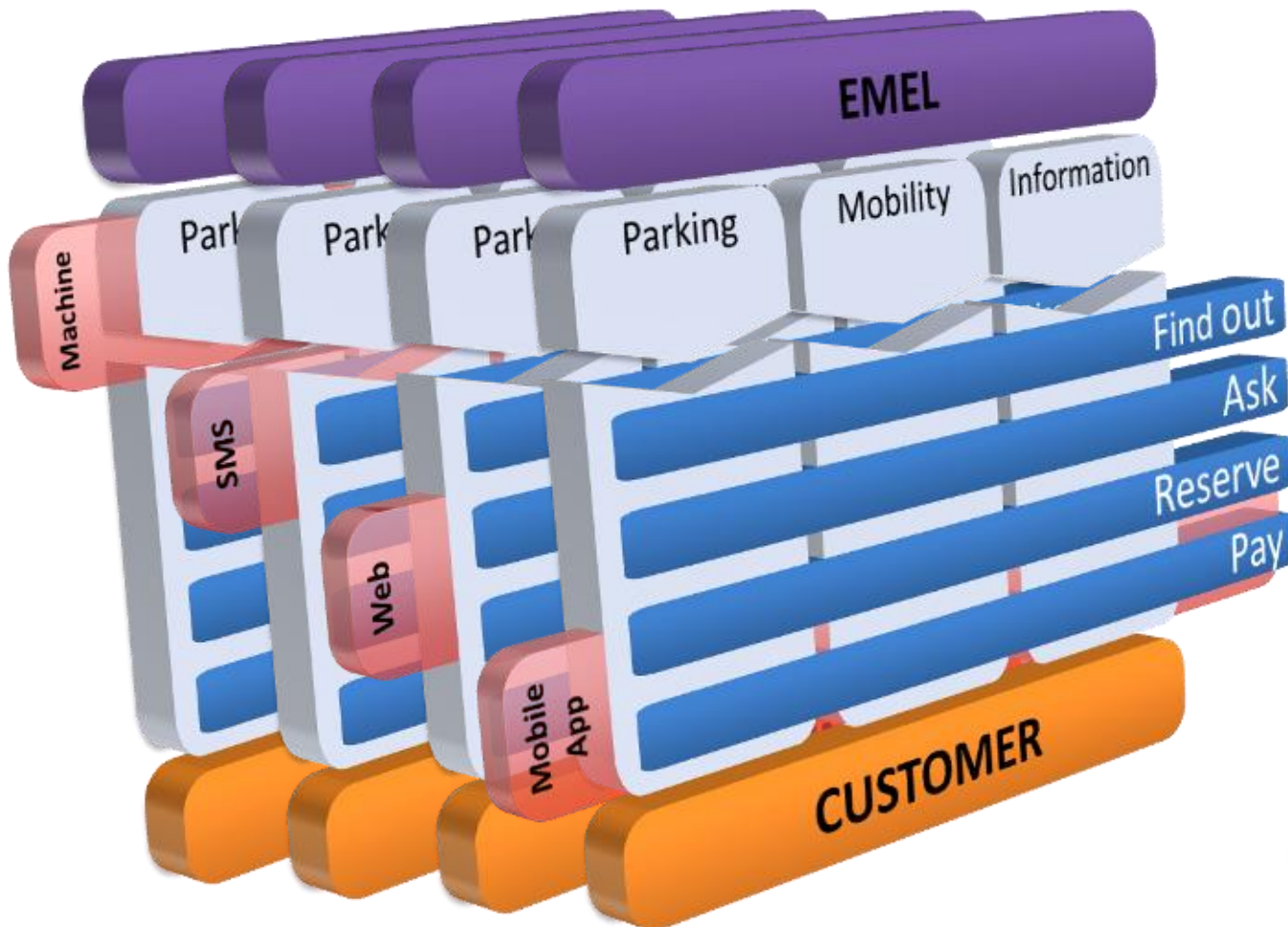
❖ Management of loading bays for deliveries

EMEL is testing different systems to help the enforcement of parking places reserved for logistic activities, using ground sensors.

- Reducing the traffic congestion
- Order the loading and unloading operations
- Avoid the use of these places by private cars
- Basis to a effective city legislation
- Public tender for techlogical solution
- Implementation on 1.500 places in town



➤ New relationship with citizens



✦ Sustainable mobility projects

Car-sharing with EV's



- Promoting inovative car-sharing system with electric vehicles
- Network of 550 charging points for EV's

Bike-sharing with e-bikes

- Public bike-sharing scheme using mix system: electric and non-electric bikes



✦ Training & Consulting

- Enforcement officers educational program
- Planning and developing parking / mobility solutions
- International projects and partnerships



International portfolio

- On-street parking management on Praia (Cape Verde);
- Consultancy and training in Luanda (Angola) new bay area;
- Partnership with the municipality of Maputo (Mozambique) for parking management project.





Grazie per il vostro invito e attenzione !

